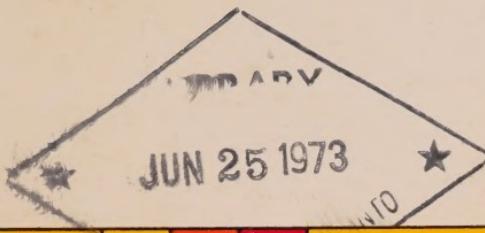


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## A True Partnership

The fastest growing commodity in the world today is scientific and technological information. It doubles every ten years. The pace may even accelerate in the future. The countries which keep ahead in science and technology will achieve the highest rates of economic growth.

If Canada is to remain among the leading industrial nations we must apply the results of science and technology to the development of new products and processes which can be exploited in domestic and world markets.

The first priority of the Department of Industry, Trade and Commerce is to help the Canadian industrial and business community to take advantage of these new scientific and technological advances. Whether you run a small business or head a large corporation, the Department can help you improve your product or services, increase your productivity and expand your market at home and abroad.

Established on April 1, 1969, as a result of the merger of the Departments of Trade and Commerce and of Industry, the Department has responsibility for stimulating the establishment, growth and efficiency of the manufacturing, processing and tourist industries in Canada, and the development of export trade and external trade policies.

To achieve these goals, the Department of Industry, Trade and Commerce offers assistance to its partners — the Canadian businessman and industrialist — through a wide variety of programs and services. At each phase of the product cycle — from research, development and design through production to marketing — the Department stands equipped and ready to help with expert advice and information and even with financial assistance.

This booklet outlines the services of the Department and tells how you may avail yourself of them. If you require further details on the Department's organization, services and programs, please contact our headquarters in Ottawa or any of our eight regional offices which are located in Vancouver, Edmonton, Regina, Winnipeg, Toronto, Montreal, Halifax and Fredericton (see page 44).

# Incentive Programs

## Research, Development and Innovation

The rapid rate of technological change, product diversification and changing demand patterns makes it imperative that Canadian industry constantly develop and innovate if, in today's dynamic world, Canada is to move forward and remain in the ranks of the industrialized nations.

A key responsibility of the Department of Industry, Trade and Commerce is to assist manufacturing and processing industries to exploit the opportunities provided by new technology and to adapt to changing conditions in domestic and export markets, through the development of improved industrial design. To achieve these goals the Department administers four incentive programs — IRDIA, PAIT, DIP and IDAP — designed specifically to stimulate greater product research, development and innovation. These are dovetailed with 13 other incentive programs to form a cohesive unit of 17 programs aimed at increasing productivity and expanding the market for Canadian goods at home and abroad.

### IRDIA

The Industrial Research and Development Incentives Act (IRDIA) is designed to encourage firms to expand their scientific research and development in Canada.

Under this program the Department makes a tax free cash grant of 25 per cent of all capital expenditures for scientific research and development in Canada, and a grant of 25 per cent of the increase in current expenditures in Canada for scientific research and development over the average of such expenditures during the preceding five years.

To qualify for assistance under IRDIA, a corporation must be prepared to exploit the results of the research and development work in Canada; and it must be free to market the product in all countries of the world.

Mailing Address: IRDIA Program Office  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

### PAIT

Under the terms of the Program for the Advancement of Industrial Technology (PAIT), a company wishing to undertake a specific development project, but hesitant to do so

because of the risk or uncertainty involved, may apply to the Department for assistance. If the project is considered to involve a significant advance in technology, with good prospects for commercial exploitation, the Department will provide a cash grant of up to 50 per cent of the development costs. An amendment to the program in 1971 extends it to cover activities undertaken expressly in order to define specifications for the products or processes to be developed and to assess the commercial prospects of such products or processes, if successfully developed.

An interested company must take the initiative in proposing development projects; and, if successful, it is responsible for the subsequent direction and execution of the development work. The title to all patents, designs, and other technical data remains with the company concerned.

Mailing Address: PAIT Program Office  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## DIP

The Department administers a second program supporting specific projects suggested by industry. The Defence Industry Productivity Program (DIP) is designed to develop and sustain the technological capability of the Canadian defence industry in its export activities by providing financial assistance to industrial firms for selected projects. Preference is given to those sectors of the industry that have an export sales potential.

Under the program, assistance is available for development of products for export purposes; acquisition of modern machine tools and other advanced manufacturing equipment to meet exacting military standards; and pre-production expenses entailed in establishing manufacturing sources in Canada for export markets.

Costs of selected projects are shared by the Department and the firm concerned, and, in some instances, by the governments of other NATO countries. The form and amount of the assistance depend on the needs of the company and on the potential of the project.

Mailing Address: Program Office, External Services  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## IDAP

Closely related to the foregoing incentive programs is the Industrial Design Assistance Program (IDAP). Its primary objective is to strengthen the competitive position of Canadian industry through improvement in the design quality of its products. It also aims at creating in Canada an environment which will attract and retain industrial design talent.

All companies or groups of companies incorporated in Canada are eligible for financial assistance under this program. The groups of companies may be organized as consortia or by trade associations. The Department will provide a cash grant of up to 50 per cent of the industrial design operational and administrative costs. The company must design and produce the products in Canada and market the results within an agreed period of time, if the project is successful.

Mailing Address: IDAP Program Office

Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

*These four programs are direct financial incentive programs designed to stimulate research, development and innovation in Canadian industry. Other assistance programs of the Department help Canadian businessmen to take advantage of new trading opportunities offered by modified commercial environments or to adjust to these environments.*

## Adjustment Assistance Programs

Canada's participation in the Canada-United States Production Sharing Agreement, the Canada-United States Auto Pact and the Kennedy Round Tariff Agreement significantly altered the international commercial environment for many sectors of Canadian industry, mainly by offering trading opportunities previously prohibited by tariff barriers.

To take advantage of the new opportunities offered by these agreements and by technological advances, or to avoid being adversely affected by the new commercial environment, some Canadian firms have had to re-equip or expand or completely restructure their operations.

To help those firms which might need financial assistance, the Department developed, in co-operation with the business and financial communities, two new programs — AAA and GAAP.

A third program — PIDA — is aimed at helping the pharmaceutical industry to restructure so as to keep up with changes in technology.

## **AAA**

Under the Automotive Adjustment Assistance Program (AAA), direct loans are available to manufacturers of original equipment automotive parts, tooling or specified commercial vehicles, and to suppliers of material, who might be affected by the Canadian-United States Automotive Agreement.

Loans may be obtained to acquire or expand land, buildings, machinery and equipment, and working capital when funds are not available from other sources. Full repayment of loans is required, normally over a period of 10 years and, in special cases, over 20 years.

Mailing Address: Automotive Adjustment Assistance Program (AAA)  
Mechanical Transport Branch  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A OH5

## **GAAP**

The General Adjustment Assistance Program (GAAP), established in 1968 and revised in 1971, helps manufacturers take advantage of export opportunities arising from the Kennedy Round and assists manufacturers of textile or clothing goods or footwear to improve their competitive position in domestic or export markets. The program also provides assistance to manufacturers who have been injured, or are threatened with serious injury, as a result of Kennedy Round reductions of Canadian tariffs, and to manufacturers of textile or clothing goods or footwear who require financing to adapt efficiently to disruptive import competition which is threatening, or causing, serious injury.

Assistance under the program is also available to firms which provide marketing, financing or other services essential to the operations of manufacturers described above.

Assistance is available in three forms: government insurance against the risk of loss on loans made by private lenders for the purpose of financing viable restructuring projects; direct government loans to eligible applicants in special cases; and grants covering up to 50 per cent of cost to manufacturers who require outside consulting assistance to develop restructuring proposals.

The program is administered by a General Adjustment Board on which both private industry and government are represented.

Under the regulations governing the program, to be eligible for loan insurance or direct loans a firm must be unable to acquire

from conventional sources on reasonable terms and conditions the financing provided by the Board or with the Board's support.

Mailing Address: General Adjustment Assistance Program Office  
Department of Industry, Trade and Commerce  
Ottawa, Ontario  
K1A 0H5

## PIDA

The Pharmaceutical Industry Development Assistance Program (PIDA) is designed to increase the efficiency of the smaller pharmaceutical firms. The program assists firms to improve their competitive position in domestic and export markets. Direct loans at commercial interest rates are available to individual companies, or groups of companies, that submit suitable plans for expansion, merger or reorganization. To be acceptable, plans must show that prescription drugs will be manufactured and then marketed at lower prices.

Mailing Address: PIDA Program, Chemicals Branch  
Department of Industry, Trade and Commerce  
Ottawa, Ontario  
K1A 0H5

## Special Programs

In addition to the preceding seven programs, the Department has eight incentive programs to meet specific needs. These are BEAM, Incentive for Participation in Capital Projects Abroad, MACH, PEP, SCRS, STAP, FDAP and Promotional Projects Program.

## BEAM

The Building Equipment, Accessories and Materials Program (BEAM), developed in response to representations from many groups in the construction industry, has the overall aim of increasing productivity and efficiency in the manufacture and use of building equipment, accessories and materials. It has six main objectives:

1. Establishment of a comprehensive National Construction Information System to provide the industry with a means for storing, retrieving and disseminating information vital to the conduct of its business.
2. Encouragement of modular dimensional standardization and co-ordination.
3. Encouragement of accelerated industrialization of the building process through an understanding and application of the systems approach to building concept.

4. Development and expansion of export markets for Canadian buildings, building components and building expertise.
5. Promotion of nationwide acceptance and use of the National Building Code, and adoption of more adequate standards and improved means of assessing new products and systems.
6. Encouragement of building design excellence, through awards programs, research, development and innovation.

The assistance available under this program is technical and promotional in nature rather than financial.

Mailing Address: BEAM Program, Materials Branch  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## **FDAP**

The Fashion Design Assistance Program (FDAP) was created to increase the international competitiveness of Canadian apparel, textile, leather and footwear industries by:

- 1) encouraging greater Canadian design creativity and upgrading product quality;
- 2) building a prestige image of creative Canadian fashion design to attract domestic and foreign buyers;
- 3) providing an environment to encourage and retain Canadian fashion design talent.

There are two main segments of the program — Designer Development and Fashion/Canada.

The Designer Development segment objective is to encourage greater opportunities for the development and appreciation of trained Canadian fashion designers and give them the work climate that will foster creative design in Canada. It will be carried out by studies of training facilities and job opportunities to identify needed improvements and through bursaries for advanced studies in fashion design. Applications for bursaries must be submitted to the Committee for Designer Development.

The Fashion/Canada segment contributes to national fashion awareness through continuing promotion of good Canadian design and workmanship. All designs accepted as examples of good Canadian fashion are identified by a logo tag. Consumer-

oriented programs, through all available channels, encourage a national pride in design quality and workmanship standards and foster international recognition of Canada as a source of good fashion.

Mailing Address: Fashion Design Assistance Program  
Department of Industry, Trade and  
Commerce  
112 Kent Street  
Ottawa, Ontario  
K1A 0H5

### **Incentive for Participation in Capital Projects Abroad**

This program is aimed at providing an incentive to Canadian firms to expand their efforts in competing for foreign capital projects.

The term "capital projects" is intended to describe facilities, systems and other complexes whose construction entails the provision of skilled services, engineering products and other capital goods. The Department will normally contribute 50 per cent of the expenses incurred in the precontractual phases of selected projects.

In the event that a company that has received assistance is successful in obtaining a contract, repayment of the Department's contribution will be required. Repayment is not required if a company is unsuccessful in obtaining a contract.

Mailing Address: Program Office (Market Activity)  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

### **MACH**

The Machinery Program (MACH), which came into effect January 1, 1968, is a major element in the Department's effort to promote efficient expansion of secondary industry in Canada. It fosters the expansion and efficiency of Canadian manufacturing by providing a reasonable measure of tariff protection to machinery producers, and by enabling machinery users to acquire capital equipment at the lowest possible cost through remission of duty on imported equipment not available from Canadian production.

Mailing Address: Machinery and Equipment Advisory Board  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## **PEP**

The objective of the Program to Enhance Productivity (PEP) is to induce improved productivity in all manufacturing and processing sectors of Canadian industry.

Under this program, assistance is made available to companies incorporated in Canada and actively engaged in manufacturing or processing, for the purpose of carrying out approved studies to determine the feasibility of projects designed to enhance their overall productivity or efficiency. Such a project must have been developed to the stage where significant productivity gains appear to be a reasonable possibility, and the estimated costs of completing the required information on which to base a decision should be such that, in the absence of support, the company would not undertake further investigation. The project must involve a significant departure from the company's traditional productivity improvement practices, but must rely only on existing available technology.

If the company's proposal is supported, the Department will, under contract, contribute funds up to a maximum of \$50,000 to support up to 50 per cent of the cost of the feasibility study. Retroactive funding will not be considered.

Mailing Address: PEP Program Office  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## **Promotion Projects Program**

The objective of the department's program of trade fairs and missions is primarily to promote the export of Canadian products and services. The program is an expression of federal initiatives in which Canadian industry is invited to participate.

The program consists of a number of sponsored promotions designed to meet particular requirements and includes: trade fairs abroad — vertical and horizontal; missions — incoming and outgoing; in-store promotions; travelling sample shows; incoming trade delegates and buyers program; export-oriented training program; incentive for participation in trade fairs abroad; incentive for foreign buyers.

The form of assistance varies according to the program. In a typical trade fair promotion example, assistance includes project management, exhibit design and construction, assistance in shipping products, interpreter services, return economy air fare and a publicity program. Each exhibiting company pays a percentage share of the actual total costs.

Canadian companies with export capability seeking markets in other countries are eligible to participate. The participating company must undertake to provide information on sales results and agency agreements to assist the Department in measuring the usefulness of the promotion to Canadian business. Exhibits must be staffed by competent company representatives who have the executive powers of discretion to quote prices and carry on contractual negotiations. At least one of these representatives should be from the parent Canadian company.

Mailing Address: Fairs and Missions Branch  
Department of Industry, Trade and  
Commerce  
112 Kent Street  
Ottawa, Ontario  
K1A 0H5

## **SCSR**

Under the Ship Construction Subsidy Regulations (SCSR), a schedule of subsidy payments of 25 per cent on ship construction was introduced on January 1, 1966. The schedule applies to vessels built in Canada for Canadian owners and Canadian registry. The program is intended to provide protection to the shipbuilding industry by means of subsidies commensurate with the protection given to other industries through tariff, and to encourage rationalization of the industry. The schedule provides for subsidy reductions of one-half of one per cent every three months, beginning June 1, 1969, until a subsidy of 17 per cent is reached for commercial vessels (other than fishing vessels) completed on or after March 1, 1973. The rate of subsidy on fishing vessels remains at 35 per cent.

Mailing Address: Aerospace, Marine and Rail Branch  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## **STAP**

Under the Shipbuilding Temporary Assistance Program (STAP), introduced on November 27, 1970, a program of grants to shipbuilders constructing vessels for foreign registry was initiated. The maximum grant is 16 per cent of audited cost for vessels of up to 25,000 gross tons and 13 per cent for vessels of more than 25,000 gross tons. There are restrictions concerning Canadian content and minimum size, details of which can be obtained from the Regulations. These grants are available on vessels completed before October 31, 1975, and contracted for prior to March 31, 1973.

Mailing Address: Aerospace, Marine and Rail Branch  
Department of Industry, Trade and  
Commerce  
Ottawa, Ontario  
K1A 0H5

## CASE

Counselling Assistance to Small Enterprises (CASE) allows owners and managers of small business services, at nominal costs, to benefit from a service provided by retired business executives selected for their management experience. Government contributions can also be made toward the cost of engaging consulting firms. The program has two centres — in Montreal and in Winnipeg.

Through CASE, small companies can discuss their problems with experienced businessmen, explore new ideas to help their business grow and examine new methods for improving productivity. If the regular CASE counsellors cannot meet the needs of an individual small business, that company may apply for a government contribution toward the cost of engaging a consulting firm providing that:

- 1) the advice gained will likely lead to increased efficiency and profitability;
- 2) payment of the full consulting fee would impose a significant burden on the company.

Government assistance could be up to 50 per cent of the cost of engaging a consulting firm for diagnosis and recommendation but would not cover implementation of recommendations.

To be eligible for CASE consulting assistance, a company must:

- 1) be a manufacturer or in the tourist industry;
- 2) have fewer than 50 employees and no more than \$5 million sales in its most recent complete fiscal year;
- 3) for the Montreal project, be located within a 70-mile radius of downtown Montreal.

Mailing Address: CASE  
Suite 323  
1010 St. Catherine Street West  
Montreal 110, Quebec  
Tel: (514) 283-5056

CASE  
Suite 1002, Royal Bank Building  
220 Portage Avenue  
Winnipeg, Manitoba  
Tel: (204) 985-2830

## **Development of Management Courses**

The Development of Management Courses program is designed to help non-profit professional, industry, business or management associations develop management retraining or upgrading courses of high quality.

Assistance is in the form of government grants, to a maximum of \$50,000, that may cover up to 100 per cent of the costs of developing new courses or revising existing ones. Costs eligible for such assistance include:

- 1) Professional fees paid in the development or revision of the course;
- 2) Costs of visual or audio aids to be used in the course but not costs of printing textbooks and notebooks;

### To be eligible:

- 1) the applicant must be a non-profit professional, industry, business or management association that can contribute significantly to the improvement of managerial competence in Canadian industry;
- 2) the applicant must be able to implement the course successfully.

Development of the course must not contribute to an undesirable proliferation of similar courses. Rather, it must promise a significant improvement in quality or must deal with subject matter not covered in existing courses offered in the vicinity.

Mailing Address: Development of Management Courses  
Office of Industrial Policy Adviser  
Department of Industry, Trade and  
Commerce  
112 Kent Street  
Ottawa, Ontario  
K1A 0H5

*These 17 programs described above are the main agencies—but by no means the only ones—through which the Department of Industry, Trade and Commerce helps Canadian industry to keep abreast of technology and to innovate, develop and manufacture products that satisfy domestic demand and compete*

*successfully in the international market-place. A number of other agencies of the Department are constantly at the service of the Canadian businessman, not only to help him improve his product and services, but also to assist him in marketing them at home and abroad.*

## Marketing

The prime points of contact between businessmen and the Department are its nine industry sector branches: *Aerospace, Marine and Rail; Agriculture, Fisheries and Food Products; Apparel and Textiles; Chemicals; Electrical and Electronics; Machinery; Materials; Mechanical Transport; and Wood Products.*

The services offered by these industry sector branches (all aimed ultimately at facilitating marketing) include:

- feasibility studies to determine the viability of opportunities in industry;
- relative efficiency studies to determine the competitive potential, regionally and internationally, of an industry;
- technical and statistical information;
- advice about legislation.

The branches also work with industry and various government agencies to establish standards.

In addition, they encourage and assist industry to participate in foreign trade fairs and missions, and scan potential world markets for needed industrial products mainly through the Department's Trade Commissioner Service, an agency of vital importance to the Canadian exporter.

### Trade Commissioner Service

The Trade Commissioner Service promotes Canada's export trade and protects its commercial interests abroad. Its purpose is to gain and maintain foreign markets for Canadian products.

Through its 79 trade offices in 56 countries it acts as an export market consultant, secures market and credit information and brings together foreign buyers and Canadian sellers.

It can supply up-to-date information on export opportunities, terms of payment, tariffs, and import and exchange controls. It also maintains direct contact with individual companies abroad.

If your firm is interested in developing a market abroad, the foreign-based Canadian trade commissioner can give you information on:

- a) whether a particular commodity, or one like it, is in use in the area;
- b) who uses it and for what purpose;
- c) whether the country's requirements are met by local production, by imports or by both;
- d) the probable reason why a particular commodity may not be in use, and the possibilities and manner of developing a market for it.

Trade commissioners return periodically for scheduled tours of Canada. Interested exporters and importers are informed in advance of these visits so that appointments can be arranged to discuss export and import problems.

Businessmen wishing to meet these officers may arrange to do so by contacting the Trade Commissioner Service at headquarters in Ottawa, one of the Department's eight regional offices (see page 44) or the local Chamber of Commerce or Board of Trade.

## **Market Development Group**

The Market Development Group promotes Canadian industrial participation in capital projects abroad by co-ordinating the activities of a number of industry sectors in response to export opportunities for a variety of services and manufactured products, where such projects require an integrated systems or package approach. Educational, hospital, tourist and commercial facilities, pollution abatement and the development of national resources are among the projects falling within this category.

The Group has the further responsibility of developing new or improved marketing techniques to enhance Canadian export opportunities in world markets. It is also equipped to assist Canadian service industries in identifying and pursuing export markets for their products.

## **Regional Offices**

The Department maintains eight regional offices strategically located in commercial capitals across Canada to serve as focal points of contact with business and industry. The officers manning these posts are qualified to advise on the services available from the Department to improve the Canadian economic environment through increased productivity, and to promote Canadian products at home and abroad.

The regional officers regularly tour their areas of responsibility to keep abreast of local problems and potentials. They work closely with trade and industry associations and with provin-

cial and local governments. They provide a wide range of services to businessmen and industrialists, including advice on the Department's industrial incentive programs and information on domestic and export market possibilities. (For a complete listing of regional offices, see page 44.)

## Fairs and Missions Branch

The Fairs and Missions Branch has the responsibility of implementing programs of incoming and outgoing trade missions and of national participation in trade fairs abroad, as well as other promotional programs sponsored by the Department. It provides a focal point for promotional activity in these areas and is responsible not only for managing individual projects but also for co-ordinating the contributions required of other groups to meet established objectives.

In addition to the two "incentive programs" described below, the Fairs and Missions Branch administers the following promotion programs:

1. Trade fair exhibits in foreign markets.
2. Trade missions to and from Canada.
3. Incoming buyers, singly or in groups, to visit Canadian sources of supply.
4. In-store promotions; point-of-sale displays.
5. Export-oriented technical training for buyers' representatives.

These programs are designed to provide assistance and encouragement to Canadian exporters in developing business in foreign markets or expanding export activities in markets where there are good sales opportunities to be exploited. Trade fairs and missions enable buyer and seller to get together for serious discussion of product merits, which frequently results in a decision to buy.

Two other programs of the Branch are also designed to help Canadian businessmen increase their foreign sales. Under the *Incentive for Incoming Buyers* scheme, the Department will share with Canadian firms, on a conditionally repayable basis, certain expenses incurred in bringing potential foreign clients to Canada to meet with representatives of the firms. The projects must have been previously approved by the Department.

The *Incentive for Participation in Trade Fairs Abroad* plan enables Canadian firms, singly or in groups, to participate in trade fairs other than those at which the Department sponsors a national exhibit. On a conditionally repayable basis, the Department will pay 50 per cent of agreed expenses incurred.

For further information on how the Branch can assist you,  
please write to:

Director  
Fairs and Missions Branch  
Department of Industry, Trade and Commerce  
112 Kent Street  
Ottawa, Ontario  
K1A 0H5

## Export and Import Permits

The Export and Import Permits Division ensures an adequate supply and distribution in Canada of goods considered necessary for defence or other needs. It also guarantees the best possible supply and distribution of imported goods which are scarce in world markets.

In addition, this Division advises exporters on interpretation and requirements of the Export Control List and Regulations. It implements several Acts designed to support the price of various articles and explains the import regulations to Canadian importers.

## Industrial and Trade Enquiries

The Industrial and Trade Enquiries Division offers businessmen up-to-date information on federal and provincial legislation, regulations and programs, and on the various sources of financing available to them. To this end, it publishes a series of booklets entitled *Doing Business in Canada* and a booklet entitled *Financing Canadian Industries* (see page 27).

In addition, the Division provides trade commissioner posts abroad, regional offices in Canada, and industry sector branches in the Department with a complete system of business intelligence on Canadian firms interested, or actively engaged, in export trade. A confidential *Exporters Directory*, listing Canadian firms and their products, is maintained for this purpose. Exporters who have not yet applied for listing in this directory are urged to do so in order that trade commissioners may have this information available when recommending firms to potential foreign buyers.

This Division also provides Canadian industry with information on new products and processes for which the Canadian manufacturing and marketing rights are available under licence. In this regard, it publishes a monthly *New Products Bulletin* which is available to Canadian companies seeking manufacturing opportunities.

## **Office of Area Relations**

The Office of Area Relations maintains an up-to-date record of all foreign import controls and can advise businessmen on how these might affect their commodities. It supplies exporters with details of rates of duty, import restrictions, documentation requirements and other foreign government measures which affect Canadian exports. The Office also provides businessmen with information on economic and trading conditions in all parts of the world and helps them to plan visits to these markets.

## **Promotion**

*Strong promotional efforts support these activities of the Department at home and abroad. In Canada, industrial and trade development programs and activities are widely publicized. Internationally, foreign trade promotion programs are developed to stimulate consumer acceptance of Canadian products and services and create a demand for them.*

## **Information Services Branch**

Various communication techniques are employed by the Information Services Branch to inform the business community and the general public about incentive programs and the many services available from the Department, and to promote the sale of Canadian products and services at home and abroad. The Branch is responsible for disseminating departmental information and, to this end, maintains regular contact with the parliamentary press gallery and financial writers and publications across Canada. Branch publicity officers also supervise the production of films for both Canadian and foreign consumption, prepare publications on departmental programs and services, and publicize export success stories and new products developed by Canadian firms as a result of various financial incentive programs.

The publicity officers are each responsible for the promotion of a number of commodities in selected market areas. Their activities include the provision of publicity material to foreign news media and the placement of advertising in foreign publications to support Canadian goods displayed at trade fairs. They co-operate closely with trade commissioners and supply them with promotional material for distribution to their territories.

*Canada Commerce*, published monthly in English, and *Commerce Canada*, the French edition, contain articles and reports on export opportunities, departmental services to industry, international market conditions and terms of access, industrial developments, and joint industry-government efficiency studies. Both publications are available without charge to Canadian manufacturers and may be had by writing to the Information Services Branch, Department of Industry, Trade and Commerce.

*Canada Courier*, a full-colour, tabloid-size newspaper, gives international exposure to products that Canadian firms have for export. Published in English, French, German, Spanish and Japanese, its 28 issues a year are read by 200,000 potential customers around the world.

Booklets detailing the capabilities of specific industrial commodity areas, trade fair brochures, industry studies and technical reports are also produced by the Information Services Branch.

## FASHION/CANADA and the Textile and Clothing Board

A new Textile Policy proposed to Parliament by the Minister of Industry, Trade and Commerce on May 14, 1970, is designed to protect the Canadian textile and clothing industries against disruptive competition and to provide them with positive inducements to adjust, restructure, and make optimum use of new technology, creative research and improved design.

The policy envisages a threefold approach to assistance and protection:

- 1) *Commercial Policy Measures*, including rationalization of the textile tariff, more effective use of the anti-dumping or countervail legislation, modifications in the administration of the Customs and Statistics Acts and amendment of these Acts, and adoption of "low-cost" import measures including establishment of a *Textile and Clothing Board* to help implement the policy;
- 2) *Financial Support Measures*, including amendment of the General Adjustment Assistance Program (GAAP) to broaden its coverage of the textile and clothing

industries, and financial assistance to industry workers affected by dislocation brought about by implementation of the new policy;

- 3) *Technical and Promotional Support* in the form of:
  - a) Development and Productivity Centres (organized in co-operation with Canadian universities and textile schools) to assist the textile and clothing industries in deriving the full benefits of new technology and new products;
  - b) A fashion/design assistance program (FASHION/CANADA); and
  - c) Additional support for the promotion of textile and clothing exports by means of shows, fairs, displays, missions, etc.

The FASHION/CANADA program, developed in co-operation with major industry associations and provincial governments and announced on April 30, 1970, is aimed at fostering greater design creativity in Canadian fashion products to improve their competitive position in domestic and export markets, and at providing an environment which will encourage and retain Canadian fashion design talent. The Department of Industry, Trade and Commerce shares the cost of the promotional campaigns of this program with industry.

The Textile and Clothing Board was established on November 5, 1970, as an important element in the implementation of the new textile policy. Its functions include making recommendations to the Department regarding special measures for protecting Canadian textile and clothing manufacturers against disruptive import competition.

## Office of Tourism

The Office of Tourism comprises, in addition to a General Directorate, the Canadian Government Travel Bureau and the Travel Industry Branch. Both agencies work to ensure that the Canadian tourist industry makes the optimum contribution to national prosperity.

The *Canadian Government Travel Bureau* promotes travel within Canada by both residents and non-residents and co-ordinates its foreign promotional activities with those of provincial agencies and private interests.

The *Travel Industry Branch* is interested primarily in the domestic travel industry. It studies and makes recommendations

concerning Canada's capacity to receive and satisfy travellers (whether visitors or residents), the domestic travel industry as a sector of the Canadian economy and its needs for efficient growth and development. The Branch also studies and evaluates international travel developments, the programs and plans of international organizations concerned with tourism and the policies and practices of foreign countries in regard to their travel industries, to see whether they have significance for the Canadian tourist industry. The Branch works closely with other federal departments and agencies as well as provincial authorities concerned with tourism, and also with the private sector of Canadian tourism.

## Other Services of the Department

Brief descriptions of other services of interest to Canadian businessmen are listed alphabetically on the following pages:

### **Buying Connections**

Businessmen may obtain assistance from the Department in contacting foreign buyers. Trade commissioners continually report inquiries received from buyers in their areas and, upon request, will endeavour to find sales outlets for any Canadian firm with export sales potential.

### **Claims Assistance**

Occasionally, a dispute may develop over some phase of a transaction between a foreign buyer and a Canadian seller. Trade commissioners are always willing to investigate such disputes and to offer recommendations for settlement.

### **Foreign Representatives**

The Department will help an interested Canadian firm to appoint a representative in any foreign country. A company wishing to establish such a connection abroad should contact the appropriate industry sector branch and supply information on its products or services. Trade commissioners will subsequently approach potential agents in their territories.

Names of prospective agents — together with credit and other information, and recommendations by the trade commissioners involved as to the suitability of these agents — will be passed on to the Canadian firm.

## **Investment Abroad**

Although the Canadian Government exercises no control or influence over decisions by Canadian firms or individuals who wish to invest in a foreign country, trade commissioners are often in a position to offer useful information and advice upon request. Inquiries should be made directly to the appropriate foreign post (see pages 45 - 58).

## **Labelling and Marking Regulations Abroad**

Labelling regulations in other countries differ from Canadian requirements and exporters must design their labels and marks to meet these different requirements. Information on this subject is available from the Office of Area Relations.

## **Market Information — Foreign**

One of the most valuable services to exporters provided by the Department is up-to-date information on current business conditions and opportunities in foreign markets.

Particulars of trade development affecting the sale of Canadian goods in any foreign country are available on request. This includes information about local regulations, restrictions and entry requirements, current supply of, and demand for, established products, and foreign exchange and payment prospects.

Market reports by trade commissioners are published regularly in *Canada Commerce* and *Commerce Canada*. Special market information reports on specific countries are also issued by the Department.

## **Market Research — Foreign**

The Department will initiate inquiries through trade commissioners to determine the sales potential of a company's product. This service includes reports on the following: (1) local demand and relevant preferences for particular goods or services; (2) extent of the demand; (3) competition from local production or from imports; (4) tariff duties and tariff preferences; (5) import and exchange controls; (6) government regulations; (7) terms of payment; (8) sales and distribution channels; (9) packaging requirements; and (10) any unusual features of local trading which would affect the Canadian exporter's prospects.

## **Patents and Trademarks Abroad**

Exporters may be concerned about infringement of patents on products they wish to export. The Department can assist the exporter by inquiring of trade commissioners what steps he must take to protect his patents and trademarks in foreign countries.

## **Problem Solving**

Firms engaged in export trade sometimes encounter unexpected problems. They may be the result of improper documentation; discrimination in the application of trade, exchange and tariff regulations; or disputes regarding quality, delivery and price of products. Trade commissioners can assist in untangling these trade knots.

## **Sales Trips Abroad**

The Department can assist Canadian businessmen who are planning sales trips abroad by providing them with market data, travel information and letters of introduction.

The trade commissioners will make appointments with local businessmen and government officials, perform introductions, and help with language problems. Office, mail, cable and telex addresses and telephone numbers of trade commissioners are listed on pages 45 - 58 of this booklet. Up-to-date lists are also published regularly in *Canada Commerce* and *Commerce Canada*.

## **Sources of Supply**

Canadian businessmen may obtain information on new or alternative sources of supply through development officers in the industry sector branches who maintain continual contact with Canadian producers of all types of commodities.

If a product is not available in Canada, development officers will contact trade commissioners abroad who will report on availability, prices, methods of purchase, specifications and delivery.

## **Tariffs of Foreign Countries**

Up-to-date information on foreign customs regulations and tariffs is compiled by the Department.

Information regarding rates of duty and customs charges relating to products in a specific market can be obtained from the Office of Area Relations in Ottawa or from trade commissioners abroad. Advice on the classification required to qualify for the most favourable rate of duty is available from the same sources.

## **Visiting Foreign Buyers**

Trade commissioners maintain close contact with foreign businessmen and are constantly encouraging them to visit Canada. Together with appropriate offices in Ottawa, trade commissioners will plan an itinerary and appointment schedule to meet the visitors' business objectives. Prospective buyers can visit Canadian producers of the commodities in which they

are interested, view the products and assess their quality. This is one of the ways the Department brings prospective buyers and suppliers together.

## Watching Briefs

Through trade commissioners the Department can keep firms informed about developments which could affect the continued sales of their products. Relevant information may include changes in import, exchange and tariff regulations, and competitive factors such as new factories producing similar products, or the importation of similar products from other countries. Information can also be made available concerning the effectiveness of a firm's representative in a foreign country, infringement of trademarks, calls for tenders, etc.

## Publications

A wide variety of publications is published by the Department, most of them available free on request from the Information Services Branch in Ottawa. A few must be obtained from Information Canada as noted below. Booklets and brochures are available on industrial incentive programs, industry studies, mission reports, etc. Some of the Department's publications are listed below:

### **Canada Commerce**

Published every month, this magazine provides vital information on business opportunities and international market conditions and terms of access, and keeps Canadian business abreast of departmental services from both domestic and international standpoints. A French edition, *Commerce Canada*, is also published monthly. Both publications are available to Canadian manufacturers without charge.

### **Canada Courier**

Published in full colour 28 times a year, this newspaper gives international market exposure to products and services Canadian business has for export. Sample copies are available on request.

### **Directory of Publications**

This Directory lists more than 100 titles and contains brief descriptions of each publication available from the Department.

## **Doing Business in Canada**

A series of 10 publications covering a wide range of subjects of interest to businessmen:

- *The Canadian Environment*
- *Forms of Business Organization*
- *Canadian Customs Duties*
- *Taxation — Income, Business, Property*
- *Taxation — Sales, Excise, Commodity*
- *Labour Legislation*
- *Construction and Equipment Standards*
- *Federal Incentives to Industry*
- *Patents, Copyrights and Trademarks*
- *Tariff Preferences for Canadian Goods Abroad*

## **Financing Canadian Industries**

This booklet provides information on federal and provincial government financing facilities available to businessmen and answers questions connected with financing.

## **Markets for Canadian Exporters**

A series of bilingual handbooks for exporters, compiled from material supplied by the Trade Commissioner Service on particular countries, provide a wealth of information on the countries, including details of trading regulations and opportunities. Handbooks on the People's Republic of China, the Federal Republic of Germany, Japan, Mexico, and Peru and Bolivia are available free on demand.

## **New Products Bulletin**

Published monthly, this publication lists licensing opportunities and new inventions of interest to Canadian manufacturers.

## **Associated Agencies**

### **Export Development Corporation**

Of vital importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown Corporation which reports to Parliament through the Minister of Industry, Trade and Commerce. Its purpose is to encourage, facilitate and develop Canadian export trade by providing credit insurance, guarantees, loans and other financial assistance to enable exporters to meet international competition.

The main functions of EDC are:

- 1) to insure the Canadian exporter against non-payment due to credit or political risks beyond the control of either the exporter or the buyer when export sales are made on normal credit terms. Almost all export transactions are insurable, not only those involving goods or technical services but also those involving "invisible" exports such as managerial services, advertising programs, the licensing or sale of patents, trademarks, copyrights, etc.;
- 2) to issue appropriate guarantees to chartered banks or to any person providing non-recourse supplier financing in respect of an export sale. Guarantees may also be issued in connection with a loan made to a foreign buyer for the purchase of Canadian goods and services;
- 3) to finance foreign buyers of Canadian capital goods and related services when extended credit terms are necessary and are not available from commercial lenders. Major engineering and other technical services (but not feasibility studies) may be financed, even when such sales are not related to the export of goods;
- 4) to insure Canadian investments abroad against non-commercial risks such as loss through confiscation, expropriation, war or revolution, or the inability to repatriate capital or earnings.

EDC, which succeeded the Export Credits Insurance Corporation in October 1969, has its head office in Ottawa (Mailing Address: P.O. Box 655, Ottawa, Canada, K1P 5T9). Branch offices are maintained in Montreal, Toronto, and Vancouver. EDC is also represented by regional offices of the Department of Industry, Trade and Commerce in Halifax, Fredericton, Winnipeg, Regina and Edmonton (see page 44).

## **Statistics Canada**

A comprehensive statistical service on Canada's external trade is available from Statistics Canada (formerly the Dominion Bureau of Statistics), a separate department of government reporting to Parliament through the Minister of Industry, Trade and Commerce.

In addition to broad quantitative data published in monthly, quarterly and annual reports covering import and export trade by commodities and countries, Statistics Canada offers a service of special tabulations of unpublished data in a variety of combinations to meet almost any specific need for export or import figures.

These external trade statistics are an important part of the overall information services provided by Statistics Canada as Canada's central statistical agency. Other statistics collected range from national aggregates to small-area data covering only a few blocks of a single municipality and from broad economic studies, such as national accounts and balance of payments, to such specific matters as production details for a single industry. A great deal of the information Statistics Canada produces is of direct use to individual firms in market studies and other types of business research.

The output of Statistics Canada is, for the most part, in the form of publications totalling some 550 published periodically and another 650 published occasionally. Increasingly, this output is also becoming available in machine-readable form, either as computer tape or as sets of punch cards.

Statistics Canada is situated at Tunney's Pasture, Ottawa, Ontario, K1A 0T6, and operates regional offices in St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver.

# **INDUSTRY, TRADE AND COMMERCE**

(All locations are in Place de Ville)

112 Kent Street K1A 0H5 except where  
otherwise indicated)

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Exec. Asst. P. Labbé .....	6-1880 — 2-0363
Administrative Asst. T. G. Tait .....	6-1880 — 2-0363
Spec. Asst. P. McGuire .....	6-1880 — 2-0363
Parl. Secy. H. Breau .....	2-8234

## **MINISTER RESPONSIBLE FOR CANADIAN WHEAT BOARD**

Centre Building, 300 Sparks Street, K1A 0H5	
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(Minister of Justice and Attorney General of Canada)	5-7127

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Co-ordinator W. E. Jarvis .....	5-7127
Exec. Secy. P. W. Clement .....	5-7127

## **Transportation**

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## **Production**

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W. H. Chandler .....	2-5800
Minister's Advisory Council	
A/Exec. Secy. M. K. Paumann .....	5-7485

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Exec. Asst. P. Vachon .....	6-8051

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## **Industry and Services Plans**

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## **Information and Education**

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## **Planning and Research**

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## **Metric Information System (SIM)**

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Executive Dir. P. A. Barker .....	6-6993

## **NATIONAL DESIGN COUNCIL**

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Secretary General E. P. Weiss .....	6-2573

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Special Asst. L. Kiez .....	6-3560

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Special Adviser to DM F. G. Hooten .....	2-0056
Special Adviser to DM R. D. Gaultieri .....	6-4290

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Exec. Asst. Mrs. J. C. McCloskey .....	2-1501

**ADM Industrial Policies**

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**ADM Export Development**

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Exec. Asst. ....	2-5969 — 2-0581

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Dir. J. C. Stavert .....		2-4737
<b>Machinery Program Secretariat</b>		
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Section 2 .....	.....	5-8274
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Marketing Sector Asst. Chief G. T. Keys .....	.....	6-8796
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Automotive Trade Policy Sector Asst. Chief W. J. Patrick .....	.....	2-4478
<b>Automotive Parts Division</b>		
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Parts Sector Asst. Chief H. Corthorn .....	.....	2-1024
Automotive Adjustment Assistance Section .....	.....	2-1024
<b>Advanced Technology Division</b>		
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<b>Agricultural and Construction Equipment Division</b>		
Chief I. G. Lochhead .....	.....	2-1027
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Construction Sector .....	.....	2-1027
<b>Recreational and Special Vehicles Division</b>		
Asst. Chief D. M. H. Izzard .....	.....	2-1027
<b>Forestry, Mining, Industrial Handling Equipment Division</b>		
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cobertura  
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Avenida Presidente Wilson 165  
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Calle 58 No. 10-42  
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Ecuador

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Greenland

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Saar

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TELEPHONE  
TELEX****TERRITORIES****Duesseldorf**

Consul General and Senior  
Trade Commissioner  
Canadian Consulate General  
Immermannstr. 3  
4 Duesseldorf

Cable: CANADIAN  
Phone: 320525  
Telex: 8587144  
(DMCN D)

State of North  
Rhine-Westphalia

**Hamburg**

Consul General  
Canadian Consulate General  
Esplanade 41-47  
2000 Hamburg 36

Cable: CANADIAN  
Phone: 351805  
Telex: 215555  
(DMCNH D)

City States of  
Bremen and  
Hamburg, States of  
Lower Saxony and  
Schleswig-Holstein;  
West Berlin

**GREECE**

Commercial Secretary  
Canadian Embassy  
4 Ioannou  
Ghennadiou Street  
Athens 140

Cable: CANADIAN ATHENS  
Phone: 739-511  
Telex: 5584  
(215584 DOM GR)

**GUATEMALA**

Commercial Secretary  
Canadian Embassy  
Apartado 400  
Edificio Etisa, Plazuela España  
7<sup>a</sup> Avenida 12-19, Zone 9  
Guatemala City, C. A.

Cable: CANADIAN  
Phone: 61560, 67227, 61005  
Telex: 206  
(DOMCAN GU 206)

El Salvador,  
Honduras

**HONG KONG**

Canadian Government  
Trade Commissioner  
Commission for Canada  
P.O. Box 20264  
14/15 floors, Asian House  
1 Hennessy Road  
Hong Kong

Cable: CANADIAN  
Phone: 5-282224, 5-282423  
Telex: HX 3391  
(DOMCAN HX 3391)

Macao

**INDIA**

Counsellor (Development and  
Commercial)  
Canadian High Commission  
P.O. Box 5208  
Shanti Path  
Chanakyapuri  
New Delhi 21

Cable: CANADIAN  
Phone: 61-9461  
Telex: 2346  
(DOMCAN NDI 2346)

Bhutan,  
Nepal,  
Sikkim

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****INDONESIA**

Commercial Secretary  
Canadian Embassy  
Djalan Budi Kemuliaan No. 6  
Djakarta

Phone: O.G. 47841  
Telex: 011-4345  
(DOMCAN DKT 4345)

**IRAN**

Commercial Secretary  
Canadian Embassy  
P.O. Box 1610  
Bezrouke Building  
Corner of Takht Jamshid Avenue  
and Forsat Street  
Tehran

Cable: CANTRACOM  
Phone: 828306, 829291,  
829530  
Telex: 2337  
(DOMCAN TN)

**IRELAND**

Commercial Secretary  
Canadian Embassy  
65/68 St. Stephen's Green  
Dublin 2

Cable: CANADIAN  
Phone: 781-988  
Telex: 5488 (DMCN EI)

**ISRAEL**

Commercial Secretary  
Canadian Embassy  
84 Hahashmonaim Street  
Tel Aviv

Cable: CANADIAN  
Phone 287121

Cyprus

**ITALY****Rome**

Minister (Commercial)  
Canadian Embassy  
Via G. B. De Rossi 27  
00161 Rome

Cable: CANADIAN  
Phone: 864-327  
Telex: 61056  
(DOMCAN ROME)

Provinces of  
Toscana, Marche,  
Umbria, Lazio,  
Abruzzi-Molise,  
Puglia, Campania,  
Basilicata, Calabria,  
Sicilia, Sardegna.  
Other Countries:  
Malta

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****Milan**

Consul General and Senior  
Trade Commissioner  
Canadian Consulate General  
Via Vittor Pisani 19  
20124 Milan

Cable: CANTRACOM  
Phone: 652-485/652-600  
Telex: 31368  
(CANTRACOM MILAN)

Provinces of  
Emilia-Romagna,  
Lombardia,  
Piedimonte,  
Trentino-Alto, Adige,  
Veneto, Liguria,  
Trieste, Valle  
D'Aosta, Friuli-  
Venezia

**IVORY COAST**

Commercial Secretary  
Canadian Embassy  
P.O. Box 21194  
Le General Building  
Corner Avenue du Commerce  
and Bottreau-Roussel Plateau  
Abidjan

Cable: DOMCAN ABIDJAN  
Phone: 32-20-09  
Telex: 593 (DOMCAN  
ABIDJAN 593)

Gambia,  
Guinea, Liberia,  
Mali, Mauretania,  
Niger, Senegal,  
Upper Volta

**JAMAICA**

Commercial Secretary  
Canadian High Commission  
P.O. Box 1500  
Tobago Road  
Corner Trafalgar Road and  
Knutsford Boulevard  
Kingston 10

Cable: CANADIAN  
Phone: 93-61500, 93-61504  
Telex: KGN 30  
(BEAVER KINGSTON)

Bahamas,  
British Honduras,  
Cayman Islands,  
Turks and Caicos  
Islands

**JAPAN**

Minister (Commercial)  
Embassy of Canada  
Akasaka Post Office  
Tokyo 107

Cable: CANADIAN  
Phone: 408-2101/8  
Telex: TK 2218  
(DOMCAN TK 2218)

Guam,  
Korea,  
Okinawa

**KENYA**

Commercial Secretary  
Canadian High Commission  
P.O. Box 43778  
Industrial Promotion Services  
Building  
Kimathi Street  
Nairobi

Cable: DOMCAN NAIROBI  
Phone: 34033  
Telex: 22198  
(DOMCAN NRB)

Ethiopia, Malawi,  
Somali Republic,  
Tanzania, Uganda,  
Zambia

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****LEBANON**

Commercial Counsellor  
Canadian Embassy  
Boîte Postale 2300  
Sabbag Centre, 3rd Floor  
Hamra Street  
Beirut

Cable: CANADIAN  
Phone: 350-660  
Telex: 20652  
(DOMCAN BERYT)

Bahrein,  
Iraq, Jordan,  
Kuwait, People's  
Democratic  
Republic of Yemen  
(Aden), Qatar,  
Saudi Arabia,  
Sultanate of Oman,  
Syria, United Arab  
Emirates, Yemen  
Arab Republic

**MALAYSIA**

Commercial Secretary  
Canadian High Commission  
P.O. Box 990  
A.I.A. Building, Ampang Road  
Kuala Lumpur

Cable: DOMCAN  
Phone: 89722/4  
Telex: KL/TX279  
(DOMCAN 8209 KN)

Brunei,  
Burma

**MEXICO**

Commercial Counsellor  
Canadian Embassy  
Apartado Postal 5-364  
Melchor Ocampo 463, 7th Floor  
Mexico 5, D.F.

Cable: CANADIAN  
Phone: (905) 533-0610  
Telex: 017-71-191  
(DOMCAN MEX)

**NETHERLANDS**

Commercial Counsellor  
Canadian Embassy  
Sophialaan 7  
The Hague

Cable: CANADIAN  
Phone: 61-41-11  
Telex: 31270  
(DOMCAN HAGUE)

**NEW ZEALAND**

Commercial Counsellor  
Canadian High Commission  
P.O. Box 12-049 Wellington North  
ICI Building, 3rd Floor  
Molesworth Street  
Wellington

Cable: DOMCAN WELLINGTON  
Phone: 70-644

Cook Islands,  
French Oceania,  
Gilbert and  
Ellice Islands,  
Tahiti, Tonga,  
Western Samoa

**NIGERIA**

Commercial Secretary  
Canadian High Commission  
P.O. Box 851  
Niger House  
1/5 Odunlami Street  
Lagos

Cable: CANADIAN  
Phone: 53630  
Telex: 21275  
(DOMCAN LAGOS)

Dahomey,  
Ghana,  
Sierra Leone,  
Togo

POSTS — ADDRESSES OF POSTS	CABLE ADDRESS TELEPHONE TELEX	TERRITORIES
<b>NORWAY</b>		
Commercial Secretary Canadian Embassy Posttak Oslo 1	Cable: CANADIAN Phone: 46.69.55 Telex: Oslo 11880 (11880 DOMCAN)	Iceland
<b>PAKISTAN</b>		
Commercial Secretary Canadian Embassy P.O. Box 1042 Diplomatic Enclave Ramna 5 Islamabad	Cable: CANADIAN Phone: 21101-04 Telex: 875 (DOMCAN IBA)	Afghanistan
<b>PERU</b>		
Commercial Secretary Canadian Embassy Casilla 1212 Edificio El Pacifico Corner Avenida Arequipa and Plaza Washington Lima	Cable: CANADIAN Phone: 287420 Telex: WLA 5323 (DOMCAN PX 5323)	Bolivia
<b>PHILIPPINES</b>		
Commercial Division Canadian Embassy P.O. Box 971 Makati, Rizal	Cable: CANADIAN Phone: 87-65-36 or 87-78-46 Telex: 3676 (DOMCAN PN 3676)	
<b>POLAND</b>		
Commercial Secretary Canadian Embassy Matejki 1/5 Srodmiescie Warsaw	Cable: DOMCAN WARSAW Phone: 29-80-51 Telex: 813424 (813424 CANAPL)	
<b>PORTUGAL</b>		
Commercial Counsellor Canadian Embassy Rua Rosa Araujo, 2-70 Seventh Floor Lisbon 2	Cable: CANADIAN Phone: 56-25-49 Telex: 377 (DOMCAN P)	Azores, Cape Verde Islands, Madeira, Portuguese Guinea

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****PUERTO RICO**

Consul and Trade Commissioner      Phone: (809) 764-2011  
Canadian Consulate      Telex: 3450297  
1606 Pan Am Building      (CANADA 3450297)  
Hato Rey, PR 00917

British Virgin Islands,  
Dominican Republic,  
Haiti, U. S. Virgin Islands

**SINGAPORE**

Commercial Counsellor      Cable: CANADIAN  
Canadian High Commission      Phone: 37-1322  
P.O. Box 845      Telex: 277  
International Building, 11th Floor      (DOMCAN SPORE)  
360 Orchard Road  
Singapore 1

**SOUTH AFRICA**

Johannesburg  
Canadian Government Trade  
Commissioner  
P.O. Box 61619 Marshalltown  
78 Fox Street  
Johannesburg

Cable: CANADIAN  
Phone: 834-6521  
Telex: 7189  
(43-7189 JH)

Provinces of Natal,  
Transvaal. Other  
Countries: Angola,  
Bostwana, Comoro  
Archipelago,  
Lesotho, Malagasy,  
Mauritius,  
Mozambique,  
Reunion, Swaziland

**Cape Town**

Canadian Government Trade  
Commissioner  
P.O. Box 683  
African Life Centre, 13th Floor  
St. George's Street  
Cape Town

Cable: CANADIAN  
Phone: 2-5134/5  
Telex: 7060  
(5-7060 CT)

Cape Province,  
Orange Free State.  
Other Countries:  
St. Helena

**SPAIN**

Commercial Counsellor  
Canadian Embassy  
Apartado 117  
35, Nunez de Balboa  
Madrid

Cable: CANADIAN  
Phone: 225-9119  
Telex: 27347  
(DOMCA E)

Provinces outside  
the peninsula:  
Balearic Islands,  
Canary Islands,  
Spanish Sahara.  
Other Countries:  
Equatorial Guinea,  
Morocco

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****SRI LANKA (formerly Ceylon)**

Commercial Division  
Canadian High Commission  
P.O. Box 1006  
6 Gregory's Road  
Cinnamon Gardens  
Colombo

Cable: CANADIAN  
Phone: 95843  
Telex: 109  
(DOMCAN COLOMBO)

**SWEDEN**

Commercial Secretary  
Canadian Embassy  
P.O. Box 16129  
Tegelbacken 4  
103 23 Stockholm 16

Cable: CANADIAN  
Phone: 23-79-20  
Telex: 10687  
(10687 DOMCAN S)

Finland

**SWITZERLAND**

Commercial Counsellor  
Canadian Embassy  
Kirchenfeldstrasse 88  
3000 Berne

Cable: CANADIAN  
Phone: 44-63-81  
Telex: 32489  
(DMCNB CH)

Liechtenstein

**THAILAND**

Commercial Secretary and Consul  
Canadian Embassy  
P.O. Box 2090  
Thai Farmers Bank Building  
7th Floor  
142 Silom Road  
Bangkok

Phone: 32956  
Telex: 2671  
(DOMCAN BK 2671)

Khmer, Laos,  
Republic of  
Bangladesh,  
South Vietnam

**TRINIDAD AND TOBAGO**

Commercial Secretary  
Canadian High Commission  
P.O. Box 1246  
Colonial Building  
72 South Quay  
Port-of-Spain, Trinidad

Cable: CANADIAN  
Phone: 62-37254  
Telex: 226  
(DOMCAN WG 226)

Barbados, French  
Guiana, Guadeloupe,  
Guyana, Leeward  
and Windward  
Islands, Martinique,  
Montserrat,  
St. Martin, Surinam

**TURKEY**

Commercial Counsellor  
Canadian Embassy  
Nenehatun Caddesi 75  
Gaziosmanpasa, Ankara

Phone: 17-98-17, 17-90-85  
Telex: 69  
(DOMCAN ANKARA)

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****UNION OF SOVIET  
SOCIALIST REPUBLICS**

Commercial Counsellor  
Canadian Embassy  
23 Starokonyushenny Pereulok  
Moscow

Cable: CANAD  
Phone: 241-90-34, 241-91-55  
Telex: 401  
(DOMCAN MSK)

**UNITED NATIONS**

Permanent Mission of Canada  
to the United Nations  
866 United Nations Plaza  
Suite 250  
New York, NY 10017

Cable: CANINUN NYK  
Phone: (212) 751-5600  
Telex: 00126228  
(CANINUN NYK)

**UNITED STATES****Washington**

Counsellor (Economics)  
Canadian Embassy  
1746 Massachusetts Avenue, N.W.  
Washington, DC 20036

CANADIAN  
(202) 785-1400  
0089664  
(DOMCAN WSH)

U.S. Government  
and agencies;  
international  
organizations with  
headquarters in  
Washington

**New York**

Deputy Consul General  
(Commercial)  
Canadian Consulate General  
1251 Avenue of the Americas  
New York City, NY 10020

Phone: (212) 586-2400  
**Night Line:**  
(212) 586-2403  
Telex: 00126242  
(DOMCAN NYK)

States of  
Connecticut, New  
Jersey (12 northern  
counties), New York  
(Southern). Other  
Countries: Bermuda

**Atlanta**

Consul General and Senior Trade  
Commissioner  
Canadian Consulate General  
900 Coastal States Building  
260 Peachtree Street  
Atlanta, GA 30303

Phone: (404) 577-6810  
Telex: 542676

Alabama, Florida,  
Georgia,  
Mississippi, North  
and South Carolina,  
Tennessee

**Boston**

Consul and Senior Trade  
Commissioner  
Canadian Consulate General  
500 Boylston Street  
Boston, MA 02116

Phone: (617) 262-3760  
Telex: 0094567  
(DOMCAN BSN)

States of  
Maine,  
Massachusetts,  
New Hampshire,  
Rhode Island,  
Vermont. Other  
Countries: St. Pierre  
and Miquelon

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****Buffalo**

Consul and Trade Commissioner  
Canadian Consulate  
Main Place Tower, 14th floor  
Buffalo, NY 14202

Phone: (716) 852-1247  
Telex: 9-1329  
(DOMCAN-BUF)

Northern New York  
State

**Chicago**

Consul and Senior Trade  
Commissioner  
Canadian Consulate General  
310 South Michigan Avenue  
Suite 2000  
Chicago, IL 60604

Phone: (312) 427-1031  
Telex: 00254171  
(DOMCAN CGO)

States of  
Illinois, Indiana,  
Iowa, Missouri,  
Nebraska,  
Wisconsin  
(Southern)

**Cleveland**

Consul and Senior Trade  
Commissioner  
Canadian Consulate  
Illuminating Building  
55 Public Square  
Cleveland, OH 44113

Phone: (216) 861-1660  
Telex: 00985364  
(DOMCAN CLV)

States of  
Ohio, Kentucky,  
West Virginia,  
Pennsylvania  
(Western)

**Dallas**

Consul and Senior Trade  
Commissioner  
Canadian Consulate  
2100 Adolphus Tower  
1412 Main Street  
Dallas, TX 75202

Phone: (214) 742-8031  
Telex: 00732637  
(DOMCAN DAL)

States of  
Texas, Arkansas,  
New Mexico,  
Oklahoma, Kansas,  
Louisiana

**Detroit**

Consul and Senior Trade  
Commissioner  
Canadian Consulate  
1920 First Federal Building  
1001 Woodward Avenue  
Detroit, MI 48226

Phone: (313) 965-2811  
Telex: 23-0715  
(DOMCAN DET)

States of  
Michigan,  
Indiana

**Los Angeles**

Consul and Senior Trade  
Commissioner  
Canadian Consulate General  
510 West Sixth Street  
Los Angeles, CA 90014

Phone: (213) 627-9511  
Telex: 00674119  
(DOMCAN LSA)

States of  
Arizona, California  
(10 southern  
counties); and Clark  
County in Nevada

**Minneapolis**

Consul and Trade Commissioner  
Canadian Consulate  
15 South Fifth Street  
Minneapolis, MN 55402

Phone: (612) 336-4641  
Telex: 29-0229  
(DOMCAN MPS)

States of Minnesota,  
North Dakota,  
South Dakota,  
Montana (East of  
the Divide);  
Northern Wisconsin,  
Upper Michigan  
Peninsula

**POSTS — ADDRESSES OF POSTS****CABLE ADDRESS  
TELEPHONE  
TELEX****TERRITORIES****Philadelphia**

Consul and Senior Trade  
Commissioner  
Canadian Consulate  
3 Parkway Building  
Suite 1310  
Philadelphia, PA 19102

Cable: CANADIAN  
Phone: (215) 561-1750  
Telex: 00845266  
(DOMCAN PHA)

States of  
Delaware, Maryland,  
New Jersey (nine  
southern counties),  
Pennsylvania  
(Eastern),  
Virginia, District  
of Columbia

**San Francisco**

Consul and Trade Commissioner  
Commercial Division  
Canadian Consulate General  
One Maritime Plaza  
Golden Gateway Center  
San Francisco, CA 94111

Phone: (415) 981-2670  
Telex: 0034321  
(DOMCAN SFO)

States of  
California (except  
the 10 southern  
counties), Colorado,  
Hawaii, Nevada  
(except Clark  
County), Utah,  
Wyoming

**Seattle**

Commercial Division  
Canadian Consulate  
412 Plaza 600 Building  
Sixth Avenue and Stewart Street  
Seattle, WA 98101

Phone: (206) MUtual 2-3515  
Telex: 0032462  
(DOMCAN SEA)

States of  
Alaska, Idaho,  
Montana (West of  
the Divide), Oregon,  
Washington

**VENEZUELA**

Commercial Counsellor  
Canadian Embassy  
Apartado 62302  
Avenida La Estancia No. 10  
Ciudad Commercial Tamanaco  
Caracas 106

Cable: CANADIAN  
Phone: 91-32-77  
Telex: 22877  
(DOMCAN VN)

Netherlands  
Antilles

**YUGOSLAVIA**

Commercial Counsellor  
Canadian Embassy  
Proleterskikh Brigada 69  
Belgrade

Phone: 434-524  
Telex: 11137  
(YU DOMCA)

**ZAÏRE, REPUBLIC OF**

Commercial Secretary  
Canadian Embassy  
P.O. Box 8341  
Kinshasa

Cable: DOMCAN KIN  
Phone: 22706  
Telex: 268  
(DOMCAN KIN)

Cameroun, Chad,  
Central African  
Republic, Gabon,  
Congo (Brazzaville),  
Burundi, Rwanda

# International Defence Programs Branch Offices Abroad

OFFICE	ADDRESS	TELEPHONE
<b>UNITED STATES</b>		
ATLANTA, GEORGIA		
Consul and Trade Commissioner	900 Coastal States Building 260 Peachtree Street Atlanta, GA 30303	(404) 577-6810
Canadian Consulate General		
BOSTON, MASSACHUSETTS	ESD/ESKZ/Building 1606/Stop 27	(617) 274-9096
Canadian Liaison Officer (Defence Production)	c/o L. G. Hanscom Field Bedford, MA 01730	
CHICAGO, ILLINOIS		
Consul and Trade Commissioner	310 South Michigan Avenue Suite 200 Chicago, IL 60604	(312) 427-1031
Canadian Consulate General		
DALLAS, TEXAS		
Canadian Liaison Officer (Defence Production)	2100 Adolphus Tower 1412 Main Street Dallas, TX 75202	(214) 742-8031
Canadian Consulate		
DAYTON, OHIO	MCLDDP, Area "B"	(513) 255-4382
Canadian Liaison Officer (Defence Production)	Wright Patterson Air Force Base OH 45433	-4537 -4492
DETROIT, MICHIGAN	CDDPL/DT	(313) 264-1100
Canadian Liaison Officer (Defence Production)	c/o Michigan Army Missile Plant 38111 Van Dyke Warren, MI 48090	Ext. 2527/2528
LOS ANGELES, CALIFORNIA	Defence Contract Administration Services District	(213) 796-0471
Canadian Liaison Officer (Defence Production)	125 South Grand Avenue Pasadena, CA 91105	Ext. 361/362
MINNEAPOLIS, MINNESOTA		
Consul and Trade Commissioner	15 South Fifth Street Minneapolis, MN 55402	(613) 336-4641
Canadian Consulate		
NEW YORK, NEW YORK		
Consul and Trade Commissioner	1251 Avenue of the Americas New York, NY 10020	(212) 586-2400 Ext. 228
Canadian Consulate General		
PHILADELPHIA, PENNSYLVANIA	Canadian Consulate	(215) 561-1750
Canadian Liaison Officer (Defence Production)	3 Parkway Building, Suite 1310 Philadelphia, PA 19102	
SEATTLE, WASHINGTON		
Consul and Trade Commissioner	412 Plaza 600 Building Sixth Avenue and Stewart Street Seattle, WA 98101	(206) 682-4650
Canadian Consulate		

OFFICE	ADDRESS	TELEPHONE
WASHINGTON, D.C. Director and Counsellor (Defence Production)	2450 Massachusetts Avenue N.W. P.O. Box 4897 Cleveland Park Station Washington, DC 20008	(202) 483-5505 Ext. 316
<b>EUROPE</b>		
BONN, WEST GERMANY Counsellor (Defence Production)	Canadian Embassy 53 Bonn Friedrich-Wilhelm-Strasse 14-18 Federal Republic of Germany	(02221) 231061
LONDON, ENGLAND Counsellor (Defence Production)	Canadian High Commission One Grosvenor Square London, W1X 0AB	(01) 629-9492 Ext. 610
NATO, BRUSSELS, BELGIUM Counsellor (Defence Production)	Canadian Delegation NATO/OTAN B1110 Brussels	15.89.50 Ext. 4217
ROME, ITALY Counsellor (Defence Production)	Canadian Embassy Via G.B. de Rossi 27 00161 Rome	855341

# Canadian Government Travel Bureau

## Offices Abroad

OFFICES	ADDRESS	TEL. NO.
General Manager EASTERN UNITED STATES	16th Floor 1251 Avenue of the Americas New York, NY 10020	(212) 581-6395 (temp.)
Manager ATLANTA	260 Peachtree Street, Northwest Ninth Floor Atlanta, GA 30303	(404) 577-6810
Manager BOSTON	263 Plaza The Prudential Center Boston, MA 02199	(617) 536-1730
Manager BUFFALO	1417 Main Place Buffalo, NY 14202	(716) 852-7369
Manager CINCINNATI	Room 1010 Enquirer Building 617 Vine Street Cincinnati, OH 45202	(513) 421-5445
Manager CLEVELAND	Winous-Point Building 1250 Euclid Avenue Cleveland, OH 44115	(216) 861-2559
Manager DETROIT	Book Building 1257-1259 Washington Boulevard Detroit, MI 48226	(313) 963-8686
Manager NEW YORK	680 Fifth Avenue New York, NY 10019	(212) 757-4917
Manager PHILADELPHIA	Suite 1309 3, Benjamin Franklin Parkway Philadelphia, PA 19102	(215) LO-31708
Manager PITTSBURGH	Four Gateway Center Pittsburgh, PA 15222	(412) 391-4747
General Manager International Meetings and Conventions WASHINGTON	CDLS Building Room 423, Fourth Floor 2450 Massachusetts Avenue Northwest Washington, DC 20008	(202) 483-5505 Ext. 351
Manager WASHINGTON	N.A.B. Building, Suite 300 1771 N Street, Northwest Washington, DC 20036	(202) 223-2855
General Manager WESTERN U.S. AND PACIFIC AREA	Suite 2300 Crocker Plaza 600 Market Street San Francisco, CA 94104	(415) 981-8517
Manager LOS ANGELES	510 West 6th Street Los Angeles, CA 90014	(213) 622-1029

OFFICES	ADDRESS	TEL. NO.
Manager MEXICO	Servicio de Turismo del Canada Melchor Ocampo 463 Mexico 5, DF	533-06-10
Manager SAN FRANCISCO	Suite 2300 Crocker Plaza 600 Market Street San Francisco, CA 94104	(415) 981-8515
Manager SEATTLE	Suite 1117 Plaza 600 Building 600 Stewart Street Seattle, WA 98101	(206) 624-8341
Manager CHICAGO	Suite 410 332 South Michigan Avenue Chicago, IL 60604	(312) 782-3760
Manager MINNEAPOLIS	124 South 7th Street Northstar Center Minneapolis, MN 55402	(612) 332-4314
Manager SOUTH PACIFIC	Suite 1900 AMP Building Circular Quay Sydney 2000, Australia	241-2205
Manager TOKYO	AIU Akasaka Building Second Floor Number 1-2 Akasaka 3-chome Minato-ku Tokyo 107, Japan	585-7611
General Manager EUROPE	Macdonald House Room 40 1, Grosvenor Square London, England W1X 0AB	629-9492
Manager THE HAGUE	Canadees Nationaal Verkeersbureau Kamer 40, Hofweg 3 The Hague, The Netherlands	070-65-93-63
Manager FRANKFURT	Kanadisches Fremdenverkehrsamrt 6 Frankfurt Biebergasse 6 - 10 Frankfurt, West Germany	28 01 57
Manager LONDON	19, Cockspur Street London, England SW1Y 5BP	(01) 930-0731
Manager PARIS	Office National du Tourisme Canadien 4, rue Scribe Paris IX	RIC 22-50









Published by the Department of  
Industry, Trade and Commerce, Ottawa, Canada

Publié par le ministère de  
l'Industrie et du Commerce, Ottawa, Canada

Information Canada  
Ottawa, 1973